

Station	WPMY-TV PITTSBURGH, PA	Agency	( ) GREAT AMERICAN MEDIA	Rep Firm	
Advertiser	( ) POLITICAL ISSUE GROU		3050 K ST NW, SUITE 100	Sales Office	( ) WASHINGTON
Product	DCCC		WASHINGTON, DC 20007	Salesperson	( ) KATHRYN SARDINSKY
Estimate#	1200	Agency C/P1/P2/E	11/14/1200	Salesperson Phone#	202-955-5342
Buyer	Maura Gilroy	Flight Dates	10/09/2012 - 10/15/2012	Salesperson FAX#	
Phone#		Hiatus Weeks			
Fax#					

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V3 9/20 LNS 5& 6 OK - THANKS - KAT

V5 9/25 SEE LNS 4 & 5 FOR CNX

OT: \$1300

CNX: \$600

RT: \$700

PLS CF -THANKS -KAT

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**Rep Firm**  
**Sales Office** ( ) WASHINGTON  
**Salesperson** ( ) KATHRYN SARDINSKY  
**Salesperson Phone#** 202-955-5342  
**Salesperson FAX#**

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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*1	10/09-10/15	3P-330P	JUDGE ALEX	:30	\$75.00	TU-F,M	2	1	2	\$150.00
		Sales Remark: V5 -								
		V5 Comment Changed, Spots/week Changed								
*3	10/15-10/15	8P-9P	LAW & ORDER: SVU	:30	\$300.00	M	0	0	0	\$0.00
		Sales Remark: V5 CNX								
		V5 Comment Changed, Spots/week Changed								
*4	10/15-10/15	9P-10P	LAW & ORDER: SVU	:30	\$300.00	M	0	0	0	\$0.00
		Sales Remark: V5 CNX								
		V5 Comment Changed, Spots/week Changed								
*5	10/10-10/10	8P-9P	NUMBERS	:30	\$200.00	W	1	1	1	\$200.00
		Station Remark: V2 PLS CHG PRG TO NUMBERS 1X 10/10 STP @ NCIR.								
		V3 Program Name Change, Comment Changed								
*6	10/11-10/11	9P-10P	WHITE COLLAR	:30	\$200.00	TH	1	1	1	\$200.00
		Station Remark: V2 PLS CHG PRG TO WHITE COLLAR 1X 10/11 STP @ NCIR.								
		V3 Program Name Change, Comment Changed								

Station WPMY-TV PITTSBURGH, PA

Advertiser ( ) POLITICAL ISSUE GROU

Product DCCC

Estimate# 1200

Buyer Maura Gilroy

Phone#

Fax#

Agency ( ) GREAT AMERICAN MEDIA

3050 K ST NW, SUITE 100

WASHINGTON, DC 20007

Agency C/P1/P2/E 11/14/1200

Flight Dates 10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

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Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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---REPORT TOTALS---

Report Totals: 4 / \$550.00

---SALES MONTHLY TOTALS---

Oct 12: 6 / \$700.00

Sales Totals: 6 / \$700.00

Station Totals: 6 / \$700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$70,000	CABL	0%	KDKA	35%	UNKN	0%	WNPA	1%	WPGH	10%
		WPMY	1%	WPXI	30%	WTAE	23%				

Books null

Demos RA35+